

Refresh hotel strategy for more choices and savings

Modernized hotel program strengthens negotiating power

Challenge

Imperial Tobacco Group's manual hotel sourcing process consumed half the year; the company was missing insights an updated hotel program could provide

Approach

Analyzed global hotel spend
Aligned hotel and full program goals
Recommended data-backed improvements
Evaluated consolidated meetings strategy

Results

Refreshed program enabled efficient and uniform global hotel sourcing, generating **savings of US\$211,000**

Additional benefits



Access to more global hotel content increased travelers' choices



Data-backed insights improved visibility into spend and enabled better decisions



Knowledge of spend and volume strengthened negotiating position with hotels